

# THE MIAMI-DADE GLOBAL TRADER

## Message from the ITC Chair:



On behalf of the Mayor, the Chairperson and the Board of County Commissioners, residents, and members of the international trade community, welcome to the Jay Malina International Trade Consortium's (ITC) newsletter, the Miami-Dade Global Trader.

The mission of the ITC is to promote two way international trade through Miami-Dade County. In addition to its skilled multilingual and multicultural human resources Miami-Dade counts on state-of-the-art infrastructure to support global trade through Miami International Airport (MIA) and the Dante B. Fascell Port of Miami. Our communications infrastructure, international banking community, and professionals facilitate trade related activities to meet the demands of the global business environment.

Welcome to the ITC your one-stop-center for all your international trade needs.

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MARCH/APRIL 2005

## Delegation from Miami-Dade County on a Business Development Mission to Asia

The Jay Malina International Trade Consortium of Miami-Dade County (ITC), chaired by Hon. Jose "Pepe" Diaz, Miami-Dade Commissioner, is conducting a 17 member business and trade development mission to Asia from March 7-20, 2005. The cities that will be visited during this mission are: Tianjin, Shanghai, Hong Kong in China and Kuala Lumpur in Malaysia.

Trade between Miami-Dade and China alone has increased over \$500 million in one year (2003-2002). In 2003, the total trade value was \$1.965 billion, ranking # 7 trading partner for Miami-Dade. Total tonnage at the Port of Miami has gone from 30,000

tons in 2000 to over 657,985 tons in 2005. Asia, the Far East and Pacific with a tonnage of 1,594,086 now account as one of largest regional customers for the Port of Miami, recognized around the world as the "Cargo Gateway of the Americas."

Hong Kong had a total trade value with Miami-Dade of \$205 million (2003-2002) and ranks # 38 of Miami-Dade's largest trading partners. Hong Kong has an established trade office in Miami, the Hong Kong Trade Development Council, which serves the State of Florida and Latin America.

Trade between Miami-Dade and Malaysia amounted to over \$146

million and ranks # 44 for Miami-Dade (2003-2002). The Miami-Dade delegation will visit Kuala Lumpur, Malaysia, and will conduct a seminar titled, "Miami-Dade: Gateway to the Americas," at the Malaysian Exterior Trade Development Corporation. The purpose of the seminar is to pursue greater trade cooperation between Malaysia and Miami-Dade County.

Commissioner Diaz, expressed, "It is important to continue developing these relationships and to educate the Chinese and Malaysian business community that Miami-Dade County is not just beautiful beaches, but a world class international business center commonly known as the 'Gateway to the Americas.'"







**ITC Board Members participating at the Special Workshop for Foreign Trade Commissioners at the Miami International Airport**



**Trade Commissioners listening to the presentations at the Special Workshop for Foreign Trade Commissioners at the Miami International Airport**

***"It was a very good learning experience to meet with companies and individuals that contribute to the well being of our County through trade and investments. I am glad I had the opportunity to strengthen these relationships and hope they continue to grow."***

***Commissioner Diaz on the trade mission to Colombia***

## Special Workshop for Foreign Trade Commissioners

The Jay Malina International Trade Consortium in conjunction with the Miami-Dade Aviation Department sponsored a special workshop for the Foreign Trade Commissioners at the Miami International Airport.

The purpose of this workshop was to inform the foreign trade commissioners of the services available at the Miami International Airport (MIA). The chief of protocol at MIA, Irving Fourcand, gave an overview of the protocol services offered at MIA informing the commissioners that the primary function of the office is to extend the courtesy of port to arriving and departing foreign

dignitaries, visiting or transiting through MIA. The program continued with a presentation by Chris Mangos, Manager of the Miami-Dade Aviation Department (MDAD) giving an overview of the marketing program at MIA. He was followed by Marc Henderson from MDAD Public Affairs, who spoke about capital improvement projects at MIA. The workshop concluded with a tour of the terminal and cargo facilities.

During the tour of the terminal facilities, the group was able to see the room reserved for large high level delegations, primarily used by heads of state. Specific

information was given regarding the services that can be requested by incoming delegations. The proper procedure for making such requests was also discussed. Foreign trade missions visiting MIA should contact the ITC for assistance and ITC in turn, will contact MIA Protocol Liaison Office.

The group was taken on a quick tour of the cargo facilities. The trade commissioners were able to see firsthand, the enormous amount of cargo that passes through MIA on a daily basis. They were also informed that the ITC will be happy to assist them in making arrangements.

## Colombian Trade Mission

Florida's Governor Jeb Bush lead over 190 Florida companies in what is considered the largest US trade mission to Colombia organized by Enterprise Florida. For Miami-Dade County, Colombia ranks the 4th largest trading partner with over 3.3 billion in total trade. Gov. Bush accompanied by State Representative Juan Carlos Zapata, and Commissioner Jose "Pepe" Diaz, Chair of the ITC, met with several Colombian businesses; among them, Asocolflores, the Colombian Flower Growers Association.

At the meeting with Asocolflores,

the FL delegation expressed and exchanged with the Flower Association ideas on how to improve the trade flow of flowers. Currently over 85% of roses of the \$750 million industry produced and exported by Colombia are shipped to the U.S. via MIA. The FL Flowers Importers Assoc. projects that there are over 6100 persons employed in this industry in Miami Dade. This trade increases job opportunities for our residents and also represents over \$80 million in local payroll.

Commissioner Diaz together

with several FL business leaders accompanied Gov. Bush in his meetings with Colombia President Alvaro Uribe, the Bogota Chamber of Commerce and the Colombian-American Chamber-Amcham. Additionally, Commissioner Diaz met with the Miami Business Center and Miami Brokers in Colombia which specialize in marketing Miami-Dade real estate projects to Colombians. They informed him that their current research estimates that close to 20% of all new construction, particularly in Downtown Miami, are purchased by Colombians.

## ITC Adds New Staff

During the month of February, ITC added two new staff positions.

After receiving additional funding from Miami-Dade County to add two new functions to better serve Miami-Dade County businesses and foreign dignitaries interested in expanding trade with and through Miami-Dade County, the ITC has created, recruited for, and filled the following two positions: 1. International Business Incubator Coordinator; 2. International Protocol Specialist.

The International Business Incubator Coordinator will produce a

comprehensive business plan for creating and running an international business facilitation center, the objective of which will be to recruit international trade and trade-related companies and to assist them in increasing their level of trade with Miami-Dade County. The ITC's "International Business Facilitation Center" is expected to open and to be housed in the Miami Free Zone in the latter part of 2005. Mr. Desmond Alufohai, who up until recently ran the ITC's Caribbean Trade Initiative, has been hired for this position. Because protocol is such an essential component of interna-

tional trade and because trade missions are often conducted through or with the assistance of foreign governments and agencies, the Department has also hired an employee who will be responsible for planning and coordinating protocol arrangements for foreign dignitaries and government officials who visit Miami-Dade County for the purpose of conducting trade with Miami-Dade County. Ms. Cleopatra Contreras, who formerly worked for the County's Office of Emergency Management, has been hired for this position. We are proud to have these employees be a part of the ITC.



## Chinese Delegation from Tianjin visits Miami-Dade County

This past February 25<sup>th</sup>, a delegation from Tianjin, China arrived at Miami International Airport during their mission across several cities in the United States. Upon their arrival they were greeted by ITC staff and Dr. Peng Lu, Director of China Projects from Florida International University. The delegation was taken to the Biltmore Hotel where they participated in several meetings with key officials.

The delegation was headed by Vice Chairman Wang Shu Zu from Tianjin's People Congress (called Mayor in the U.S.). Mayor Wang and eight other officials were visiting Miami-Dade County and other cities in the United States looking for new investment opportunities. Tianjin already has joined with Florida International University in a joint venture and entered into an agreement with Tianjin University to open a new hotel management school in China.

Commissioner Jose "Pepe" Diaz, Chair of ITC, officially welcomed Mayor Wang and his delegation and a private meeting was held with representatives from the Florida Governor's office and officials from Florida International University. Discussions took place on establishing new trade opportunities and areas of collaboration. At the

conclusion, a reception was held by the Florida/China Association and sponsored by Enterprise Florida, Beacon Council, ITC, Biltmore Hotel, and Florida International University.



**Above: The arrival at MIA of the Chinese Delegation from Tianjin**  
**Left: Mayor David Dermer from Miami Beach presents a Key to the City to Mayor Wang together with Miami-Dade County Commissioner Jose "Pepe" Diaz and City of Miami Commissioner, Johnny Winton**




**Above: The Chinese Delegation with Commissioner Jose "Pepe" Diaz, Mayor Dermer, Commissioner Winton and the members of the local international organizations. Left: Commissioner Diaz together with Mayor Dermer, Commissioner Winton and Manny Gonzalez from ITC present a certificate to Mayor Wang and his delegation.**

## Incoming Sister Cities Delegations


### March 12-18:

Delegation from Iquique, Chile

 Headed by the Honorable Jorge Soria, Mayor. The delegation will also attend the "Seatrade Cruise Shipping Conference held at Miami Beach Convention Center from March 15-17th.


### March 20-22:

Delegation from Taiwan

 Headed by the Vice-President of the Republic of China, the Honorable Hsiu-lien Lu. The delegation of ten will be stopping by Miami on their way back from Central America and will continue on to visit other US cities.

### April 2-7:

Delegation from Asti, Italy

 Headed by Paolo Freda, the Officer for Foreign Relations for the association, "Amici del Piemonte" – a non-for-profit organization that intends to promote the Piedmont's region products such as wine, cheese, clothing, and real estate projects.





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We're on the Web!  
<http://www.MiamiDade.gov/ITC>



M.D.T.V. Listing:  
Getting to Know Your County  
Commissioner with Hon. Jose  
"Pepe" Diaz " Similarities be-  
tween Hong Kong and Miami-  
Dade —Invited Guest: Winchell  
Cheung and Gabriel Pedre from  
the Hong Kong Trade Develop-  
ment Council

\*March 2nd until March 31st  
Mondays 1:00 (Spanish) Wednes-  
days 7:30pm (English) Thursdays  
1:30 (English)  
Fridays 7:30pm (Spanish)  
Sundays 1:00pm (English)



## "Miami-Dade County's Official Agency for International Trade..."

### ITC Programs

#### Incoming Trade Missions:

As the premier support center of the County's global trade efforts, the International Trade Consortium provides in-coming trade missions with valuable information about trade resources and opportunities.

#### Outgoing Trade Missions:

#### Air Cargo and Route Development Missions

The International Trade Consortium and Miami International Airport (MIA) collaborate on a program designed to encourage new direct air service into Miami International Airport to stimulate passenger and cargo traffic.

#### Third -Party Outgoing Missions:

The International Trade Consortium supports missions organized by third-parties that promote Florida-traded products. Missions with strategic significance may be certified by the International Trade Consortium as an official Miami-Dade County mission.

#### The Caribbean Trade Initiative (CTI) Program

In recognition of the proximity and tremendous trade relationship among the CBI nations and Miami-Dade County, the International Trade Consortium established the Caribbean Trade Initiative program to increase two-way merchandise trade between Miami-Dade County and the Caribbean., promote the resources and services offered through the International Trade Consortium to the general Caribbean business community, promote greater interaction with the Caribbean business community through networking and matchmaking.

## UPCOMING EVENTS

#### March 23 - April 3:

##### NASDAQ-100 OPEN

Tennis Center at Crandon Park  
7300 Crandon Boulevard  
Key Biscayne  
Contact: (305)446-2200 Tourna-  
ment  
Tel: (305) 442-3367 Tickets  
[www.nasdaq-100open.com/](http://www.nasdaq-100open.com/)

#### March 30—April 1:

##### CEO Americas: Economic Trends and Challenges in the Latin America Coatings Indus- try

Biltmore Hotel  
Coral Gables  
Contact: Natalia Arana  
Tel: (305) 285-3133  
Fax: (305) 285-3134  
[narana@latinpressinc.com](mailto:narana@latinpressinc.com)

#### April 2-10:

##### OUTBOUND MISSION TO KENYA & UGANDA

By Miami-Dade Chamber of Com-  
merce, ITC, & Enterprise Florida  
Contact: Desmond Alufohai  
Tel: (305) 375-3526  
[alufoha@miamidade.gov](mailto:alufoha@miamidade.gov)

#### April 3-6:

##### INTERNATIONAL HEALTH- CARE SUMMIT

Biscayne Bay Marriott Hotel  
1633 N. Bayshore Drive  
Contact: James Rice  
Tel: (612) 703-4687  
Fax: (952) 543-1654  
[jrice@ihsummit.com](mailto:jrice@ihsummit.com)  
[www.ihsummit.com](http://www.ihsummit.com)

#### April 6- 9:

##### INBOUND MISSION FROM

#### KOREA

Contact: Gary Schumann  
Tel: (305) 569-2650  
[gschumann@eflorida.com](mailto:gschumann@eflorida.com)  
Contact: John Diep  
Tel: (561) 362-5626  
[jdiep@eflorida.com](mailto:jdiep@eflorida.com)

#### April 8-11:

##### ARTEAMERICAS

Coconut Grove Convention Ctr.  
2700 Bayshore Drive, Coconut  
Grove  
Contact: Diego Costa-Peuser,  
Director  
Tel: (305) 854-3050  
[diegocostapeuser@artealdia.com](mailto:diegocostapeuser@artealdia.com)  
[www.arteamericasmiami.com/home.htm](http://www.arteamericasmiami.com/home.htm)

#### April 11-13:

##### 9TH SYMPOSIUM OF THE AMERICAS CUS- TOM/TRADE/FINANCE

New Radisson Hotel  
1601 Biscayne Boulevard  
Contact: Dolores Quintero  
Tel: (305) 225-2123  
Fax: (305) 554-8559  
[dkquintero1@bellsouth.net](mailto:dkquintero1@bellsouth.net)  
[www.customs-symposium.com](http://www.customs-symposium.com)

#### April 17-19:

##### BANKERS' ASSOC. FOR FI- NANCE AND TRADE Fairmont Turnberry Resort & Club

19999 W. Country Club Drive  
Aventura  
Contact: Deborah Smith  
Tel: (202) 663-5533  
Fax: (202) 663-5538  
[deborahs@aba.com](mailto:deborahs@aba.com)  
[www.baft.org](http://www.baft.org)

#### April 19-20:

##### BANKERS' ASSOC. FOR FI- NANCE AND TRADE Focus Americas @ Fairmont

Turnberry Resort & Club  
19999 W. Country Club Drive  
Aventura  
Contact: Deborah Smith  
Tel: (202) 663-5533  
[deborahs@aba.com](mailto:deborahs@aba.com)  
[www.baft.org](http://www.baft.org)

#### April 19-23:

##### FTAA MISSION TO BRAZIL

Contact: Ines Calderon  
Tel: (305) 476-5451  
Fax: (305) 476-5452  
[ines@floridafataa.org](mailto:ines@floridafataa.org)

#### April 19-23:

##### INT'L TREASURY MGMT FOR NORTH AMERICAN MNCs AND LARGE CORPO- RATE

Intercontinental Hotel Miami  
Contact: (44) (20) 7330-1010  
Fax: (44) (20) 7330-1007  
[conferences@eurofinance.com](mailto:conferences@eurofinance.com)  
[www.eurofinance.com](http://www.eurofinance.com)

#### April 27-30:

##### HEMISPHERIC CONGRESS OF LATIN CHAMBERS

Sheraton Mart Plaza  
Contact: Luis Cuervo  
Tel: (305) 569-2650  
[www.camacol.org](http://www.camacol.org)

Please note that dates are  
subject to change.

To announce up coming event  
please call  
(305) 375-1660.